CASE STUDY

A Conglomerate in Thailand

Demand & replenishment planning

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About Customer

Enabled forecast improvements and optimized store replenishments for driving efficiencies in the supply chain execution for a retailer in Thailand

Thailand-based distributor operating in various business segments such as fuel selling, wholesaling, and minimart for selling consumer products. The distributor aims to increase operational efficiency through product and process innovation to achieve the target of being the Thai people's first in mind product.

They have an average **growth rate of 20%.** More than **94% of total product sells** through a retail channel.

Industry
Retail

Solution Area
Demand & replenishment planning

Key Pain Points

01 / Data Maintenance

02 / Improper Forecasting

03 / Increased Manual Intervention

04 / Managing Different Interfaces

05 / Unable to Reach KPIs

06 / Improper Planning

07 / Increased OOS Situation

08 / Decreased Service Level

09 / High Inventory Holding Cost

Approach

- Through interfaces files were loaded automatically
- Demand classification, cleansing and calculate model for close to **1 million DFUs** resulted in forecast improvement
- Prebuild of stock using SS template

Integration with External Systems

- SAP- sales history and outbound transaction
- Web station- in-transit transaction
- SSS- stores OH inventory
- CM POS- promotion master data
- WMS- GI qty (DC to store) sent from BY fulfillment
- VRM- automatic PO status approved

Benefits

- Automation of interface files resulted in an efficient way of data maintenance and validation being tracked properly
- Replaced the conventional way of forecasting using demand
- The batch split implementation resulted in efficient execution of jobs, accounting for different files received at various times.
- D360 enables to apply overrides at different levels, and aggregate/disaggregating data
- Demand exceptions resulted in focusing more on the issue rather than doing the redundant work
- SS template resulted in efficient prebuild of stock resulting in increased service levels and reduced OOS

Business Benefits

Forecast accuracy improvement from **50-60%** range to **65-75%** range

Better inventory turns and reduction of over-stocking

Fill rates improvement by **4-5%**

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